
State: Arkansas **Filing Company:** Minnesota Life Insurance Company
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
Product Name: LTC Advertising
Project Name/Number: 2012 LTC Product Advertising /A04170-1012

Filing at a Glance

Company: Minnesota Life Insurance Company
Product Name: LTC Advertising
State: Arkansas
TOI: LTC03I Individual Long Term Care
Sub-TOI: LTC03I.001 Qualified
Filing Type: Advertisement
Date Submitted: 12/26/2012
SERFF Tr Num: MNNL-128825514
SERFF Status: Closed-Approved
State Tr Num:
State Status: Approved-Closed
Co Tr Num: A04170-1012

Implementation: 01/28/2013
Date Requested:
Author(s): Susan Johnson, Matthew Harrington, Alison Schmoock
Reviewer(s): Donna Lambert (primary)
Disposition Date: 01/11/2013
Disposition Status: Approved
Implementation Date:

State Filing Description:

State: Arkansas **Filing Company:** Minnesota Life Insurance Company
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
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General Information

Project Name: 2012 LTC Product Advertising Status of Filing in Domicile: Pending
Project Number: A04170-1012 Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 01/11/2013
State Status Changed: 01/11/2013
Deemer Date: Created By: Alison Schmooch
Submitted By: Alison Schmooch Corresponding Filing Tracking Number: A04170-1012
Filing Description:
FEIN # 41-0417830
NAIC # 66168
Group # 869

RE: ADVERTISING MATERIAL FOR USE WITH INDIVIDUAL LIFE INSURANCE
LONG-TERM CARE AGREEMENT – 09-932

A04170-1012 - LTC Agreement Highlights Flyer AMZ Version
A04425-1112 - LTC Consumer Overview Flyer AMZ Version
A04425-1112 - LTC Consumer Brochure AMZ Version
A02306-0612 - LTC Consumer Brochure

The advertising materials described above are submitted for review and approval for use with the above-captioned Long-Term Care Agreement which was approved by the Department on 02-04-2010 under SERFF tracking # MNNL-126472175. Those materials marked AMZ will be used by AMZ Financial Advisors when talking about the Minnesota Long Term Care Agreement on Minnesota Life approved products.

Thank you for your consideration.

Company and Contact

Filing Contact Information

Alison Schmooch, Product Compliance alison.schmooch@securian.com
Specialist
400 Robert Street North 651-665-6571 [Phone]
St. Paul, MN 55106 651-665-5424 [FAX]

State: Arkansas **Filing Company:** Minnesota Life Insurance Company
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
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Filing Company Information

Minnesota Life Insurance
Company
400 Robert Street North
Law Department
St. Paul, MN 55101-2098
(651) 665-3500 ext. [Phone]

CoCode: 66168
Group Code: 869
Group Name:
FEIN Number: 41-0417830

State of Domicile: Minnesota
Company Type: Life
Insurance
State ID Number:

Filing Fees

Fee Required? Yes
Fee Amount: \$200.00
Retaliatory? No
Fee Explanation: \$50 x 4 forms = \$200
Per Company: No

Company	Amount	Date Processed	Transaction #
Minnesota Life Insurance Company	\$200.00	12/26/2012	66018538

State:	Arkansas	Filing Company:	Minnesota Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	LTC Advertising		
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Donna Lambert	01/11/2013	01/11/2013

Objection Letters and Response Letters

Objection Letters

Status	Created By	Created On	Date Submitted
Pending Industry Response	Donna Lambert	01/02/2013	01/02/2013

Response Letters

Responded By	Created On	Date Submitted
Susan Johnson	01/11/2013	01/11/2013

SERFF Tracking #:	MNNL-128825514	State Tracking #:		Company Tracking #:	A04170-1012
State:	Arkansas	Filing Company:	Minnesota Life Insurance Company		
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified				
Product Name:	LTC Advertising				
Project Name/Number:	2012 LTC Product Advertising /A04170-1012				

Disposition

Disposition Date: 01/11/2013

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	LTC Agreement Highlights Flyer	Approved	Yes
Form	LTC Consumer Overview Flyer	Approved	Yes
Form (revised)	LTC Consumer Brochure	Approved	Yes
Form	LTC Consumer Brochure	Replaced	Yes
Form	LTC Consumer Brochure	Approved	Yes

State: Arkansas **Filing Company:** Minnesota Life Insurance Company
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
Product Name: LTC Advertising
Project Name/Number: 2012 LTC Product Advertising /A04170-1012

Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	01/02/2013
Submitted Date	01/02/2013
Respond By Date	02/04/2013

Dear Alison Schmoock,

Introduction:

This will acknowledge receipt of the captioned filing.

Objection 1

- LTC Consumer Brochure, A04439-1112 (Form)

Comments: On page 2, will you please add a telephone number to the HIGHLY RATED section so prospective insureds who do not have internet access can be provided this information.

Conclusion:

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Donna Lambert

State:	Arkansas	Filing Company:	Minnesota Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	LTC Advertising		
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Response Letter

Response Letter Status	Submitted to State
Response Letter Date	01/11/2013
Submitted Date	01/11/2013

Dear Donna Lambert,

Introduction:

Please see the following in response to your recent objection.

Response 1

Comments:

Attached is the corrected advertising which now displays the Company's telephone number, as requested.

Related Objection 1

Applies To:

- LTC Consumer Brochure, A04439-1112 (Form)

Comments: On page 2, will you please add a telephone number to the HIGHLY RATED section so prospective insureds who do not have internet access can be provided this information.

Changed Items:

No Supporting Documents changed.

State:	Arkansas	Filing Company:	Minnesota Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	LTC Advertising		
Project Name/Number:	2012 LTC Product Advertising /A04170-1012		

Form Schedule Item Changes:

Form Schedule Item Changes								
Item No.	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments	Submitted
1	LTC Consumer Brochure	A04439-1112	ADV	Other	Other Explanation : correction		A04439-1112.pdf	Date Submitted: 01/11/2013 By: Susan Johnson
<i>Previous Version</i>								
1	LTC Consumer Brochure	A04439-1112	ADV	Initial			A04439-1112.pdf	Date Submitted: 12/26/2012 By: Alison Schmoock

No Rate/Rule Schedule items changed.

Conclusion:

Thank you for your continuing attention to this filing.

Sincerely,

Susan Johnson

SERFF Tracking #:

MNNL-128825514

State Tracking #:

Company Tracking #:

A04170-1012

State: Arkansas

TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name: LTC Advertising

Project Name/Number: 2012 LTC Product Advertising /A04170-1012

Filing Company:

Minnesota Life Insurance Company

Form Schedule

Lead Form Number: A04170-1012

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1	Approved 01/02/2013	LTC Agreement Highlights Flyer	A04170-1012	ADV	Initial			A04170-1012.pdf
2	Approved 01/02/2013	LTC Consumer Overview Flyer	A04425-1112	ADV	Initial			A04425-1112.pdf
3	Approved 01/11/2013	LTC Consumer Brochure	A04439-1112	ADV	Other	correction		A04439-1112.pdf
4	Approved 01/02/2013	LTC Consumer Brochure	A02306-0612	ADV	Initial			A02306-0612.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages

Take care of tomorrow, today.



The primary reason to purchase life insurance is the death benefit. To help protect your lifestyle, financial stability and family, **Minnesota Life Insurance Company (Minnesota Life)** offers a **Long Term Care Agreement (LTCA)** on some of our life insurance policies. This agreement provides tax-qualified benefits to help cover expenses for care in a facility or your home, while still maintaining life insurance benefits. The LTCA is available at an additional cost and subject to restrictions.

Agreement details

Products	<ul style="list-style-type: none"> • Eclipse Indexed Universal Life • Eclipse Protector Indexed Universal Life • Accumulator Variable Universal Life • Accumulator Universal Life • Omega Builder Indexed Universal Life
Issue ages	20-80
Maximum LTCA face amount	Amount selected by the policyholder at time of issue. Amount starts at 10 percent of the life insurance base face amount and cannot exceed 100 percent of the life insurance base face amount. The maximum LTCA face amount is \$5 million.
Minimum death benefit	10 percent of the maximum life insurance face amount. Maximum amount of \$25,000.
Rate classifications	Preferred, Standard, Substandard.
Charges	Flat rate per \$1,000 of face amount. Rate varies by age and underwriting class.
Elimination period	90 days of service. Consecutive days not required.
Benefit eligibility	Policyholder has been certified by a Licensed Health Care Practitioner (a physician, a registered nurse or licensed social worker) as: (1) being unable to perform, without substantial assistance, at least two Activities of Daily Living (activities that include eating, bathing, toileting, continence, dressing and transferring) for an expected period of at least 90 days ¹ due to the loss of functional capacity; or (2) having a severe cognitive impairment.
Care providers	Based on plan of care, choice of licensed or informal caregiver.
Maximum LTCA monthly benefits²	The lesser of 2 or 4 percent of the LTCA face amount or the number of service days in the month times \$320. (\$320 is the amount allowed in the year 2013 and is adjusted for inflation each year following.) ³
Impact to base life insurance policy	While monthly LTCA benefits are being paid: <ul style="list-style-type: none"> • Life insurance face amount is reduced. • A portion of your LTCA benefit may be applied to any outstanding loans, if applicable. • No loans or partial surrenders are allowed.

The purpose of this material is for the solicitation of insurance. A financial advisor will contact you.

¹ The expected 90-day period for loss of functional capacity does not establish a waiting period beyond the elimination period before benefits become payable under the agreement.

² Distributions under this agreement, as with any policy loans and withdrawals, may create an adverse tax result in the event of a lapse or policy surrender, and will reduce both the cash value and death benefit.

³ IRC Sec 105 (b), IRC Sec 7702B (a) (2), IRC Sec 7702B (d) (1), IRC Sec 7702B (d) (d).

Approved for use in AR, CT, DE, DC, HI, IN, MT, ND, NJ and NV only.

This information is meant to help you understand the Minnesota Life Long Term Care Agreement, not as a device to compare with other products. The amount of benefits provided will depend upon the benefits selected and the charges will vary as such. The following provisions may not apply or may vary depending on the state in which you live at time of policy issue. Please refer to your state's Outline of Coverage for the exact language in your state.

EXCLUSIONS AND LIMITATIONS

You are not eligible to receive benefits if your long-term care service needs are caused directly or indirectly by, result in whole or in part, from or during, or there is contribution from:

- (1) committing or attempting to commit a felony; or
- (2) a mental, psychoneurotic, or personality disorder without evidence of organic disease (Alzheimer's Disease and senile dementia are not excluded from coverage); or
- (3) alcoholism or drug addiction, including prescription medication; or
- (4) active service in the armed forces or units auxiliary thereto; or
- (5) war or any act of war, whether declared or undeclared; or
- (6) any intentionally self-inflicted injury or suicide attempt (whether sane or insane); or
- (7) any condition for which the insured received treatment outside of the United States, its territories or Canada; or
- (8) any condition which was the result of the use of alcohol or drugs and associated mental health issues (except Alzheimer's Disease), medications, poisons, gases, fumes or other substances taken, absorbed, inhaled, ingested or injected; or
- (9) any condition that was the result of a motor vehicle collision or accident where the insured is the operator of the motor vehicle and his or her blood alcohol level meets or exceeds the level at which intoxication is defined in the state where the collision or accident occurred, regardless of the outcome of any legal proceedings connected thereto; or
- (10) any pre-existing conditions or diseases unless this agreement is replacing existing coverage.

NON-DUPLICATION OF BENEFITS

Benefits are not payable under the agreement for:

- (1) expenses incurred to the extent that such expenses are reimbursable under Medicare, or would be so reimbursable, but for the application of a deductible or coinsurance amount; or
- (2) any other state or federal workers' compensation plan, or other governmental program (except Medicaid).

For purposes of satisfying the elimination period, days on which you satisfy the eligibility for the payment of benefits provision, but coverage is excluded due to the non-duplication of benefits provision, will count towards satisfaction of the elimination period.

Coverage provided by the Long Term Care Agreement, 09-932, can be included on: Eclipse IUL, 06-700; Eclipse Protector IUL, 09-710; Accumulator VUL, 07-660; Accumulator UL, 10-220; and Omega Builder IUL, 12-140. Underwritten by and the financial responsibility of Minnesota Life Insurance Company of St. Paul, Minnesota. These life insurance products may not be available in all states. For costs and further details of coverage, including exclusions and reductions or limitations and the terms under which the Long Term Care Agreement may be continued in force, contact your financial advisor.

This information is a general discussion of the relevant federal tax laws. It is not intended for, nor can it be used by any taxpayer for the purpose of avoiding federal tax penalties. This information is provided to support the promotion or marketing of ideas that may benefit a taxpayer. Taxpayers should seek the advice of their own tax and legal advisors regarding any tax and legal issues applicable to their specific circumstances.

Life insurance products contain fees, such as mortality and expense charges, and may contain restrictions, such as surrender periods. Variable life insurance products contain additional fees, such as management fees and fund expenses. The variable investment options are subject to market risk, including loss of principal. Policyholders could lose money in this product.

You should consider the investment objectives, risks, charges and expenses of a portfolio and the variable insurance product carefully before investing. The portfolio and variable insurance product prospectus contain this and other information. You may obtain a copy of the prospectus from your financial advisor. Please read the prospectus carefully before investing.

Take care of tomorrow, today.



The primary purpose to purchase life insurance is the death benefit. To help protect your lifestyle, financial stability and family, **Minnesota Life Insurance Company (Minnesota Life)** offers a **Long Term Care Agreement (LTC Agreement)** on some of our life insurance policies.¹ This agreement provides tax-qualified benefits to help cover expenses for care in a facility or your home, while still maintaining life insurance benefits. The LTC Agreement is available at an additional cost and subject to restrictions. It has a variety of important features, including:

✓ Financial independence

Help avoid financially burdening family members or depending on government services for your care.

✓ Asset protection

Help prevent long-term care expenses from draining retirement assets and other savings.

✓ Choice of care

Based on the plan of care, you may choose care from a licensed or informal caregiver, such as a family member. You can also choose a location, such as your home or a facility.

✓ Benefits paid no matter what²

The premiums become benefits whether or not you require long-term care. Benefits will either be paid to you to cover long-term care expenses, to your beneficiaries as a death benefit, or both.

✓ Control of benefits

Choose the amount of benefits you want to receive. Benefits are calculated using the indemnity payment method. Unlike many of our competitors' agreements that only pay the actual expenses incurred, you can choose the monthly maximum, or a lesser amount – allowing your benefits to potentially last longer.

✓ Tax advantages

The maximum benefit paid for long-term care expenses is the IRS daily per diem rate of \$320 per day.³ This means the benefits paid to you may receive favorable income tax treatment.^{4,5}

Get the protection and security you want. Talk to your financial advisor today.

The purpose of this material is the solicitation of insurance. A financial advisor will contact you.

¹ Available on Eclipse Indexed Universal Life, Eclipse Protector Indexed Universal Life, Accumulator Variable Universal Life, Accumulator Universal Life and Omega Builder Indexed Universal Life policies for an additional charge.

² Guarantees are subject to the claims-paying ability of Minnesota Life Insurance Company.

³ Amount shown for 2013; adjusted each year for inflation. IRC Sec 105 (b), IRC Sec 7702B (a) (2), IRC Sec 7702B (d) (1), IRC Sec 7702B (d) (d).

⁴ The IRS daily per diem rate takes into consideration benefits received by an individual from all long-term care contracts.

⁵ Based on current federal tax law, there is uncertainty as to whether some or all of benefit payments from life insurance long-term care agreements are taxed when received. We cannot assure you that long-term care agreement benefit payments will be treated as tax-free death benefits. Please consult a tax advisor before purchasing a long-term care agreement.

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EXCLUSIONS AND LIMITATIONS

You are not eligible to receive benefits if your long-term care service needs are caused directly or indirectly by, result in whole or in part, from or during, or there is contribution from:

- (1) committing or attempting to commit a felony; or
- (2) a mental, psychoneurotic, or personality disorder without evidence of organic disease (Alzheimer's Disease and senile dementia are not excluded from coverage); or
- (3) alcoholism or drug addiction, including prescription medication; or
- (4) active service in the armed forces or units auxiliary thereto; or
- (5) war or any act of war, whether declared or undeclared; or
- (6) any intentionally self-inflicted injury or suicide attempt (whether sane or insane); or
- (7) any condition for which the insured received treatment outside of the United States, its territories or Canada; or
- (8) any condition which was the result of the use of alcohol or drugs and associated mental health issues (except Alzheimer's Disease), medications, poisons, gases, fumes or other substances taken, absorbed, inhaled, ingested or injected; or
- (9) any condition that was the result of a motor vehicle collision or accident where the insured is the operator of the motor vehicle and his or her blood alcohol level meets or exceeds the level at which intoxication is defined in the state where the collision or accident occurred, regardless of the outcome of any legal proceedings connected thereto; or
- (10) any pre-existing conditions or diseases unless this agreement is replacing existing coverage.

NON-DUPLICATION OF BENEFITS

Benefits are not payable under the agreement for:

- (1) expenses incurred to the extent that such expenses are reimbursable under Medicare, or would be so reimbursable, but for the application of a deductible or coinsurance amount; or
- (2) any other state or federal workers' compensation plan, or other governmental program (except Medicaid).

For purposes of satisfying the elimination period, days on which you satisfy the eligibility for the payment of benefits provision, but coverage is excluded due to the non-duplication of benefits provision, will count towards satisfaction of the elimination period.

Coverage provided by the Long Term Care Agreement, 09-932, can be included on: Accumulator VUL, 07-660; Accumulator UL, 10-220; Eclipse IUL, 06-700; Eclipse Protector IUL, 09-710; and Omega Builder IUL, 12-140. Underwritten by and the financial responsibility of Minnesota Life Insurance Company of St. Paul, Minnesota. These life insurance products may not be available in all states. For costs and further details of coverage, including exclusions and reductions or limitations and the terms under which the Long Term Care Agreement may be continued in force, contact your financial advisor.

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Life insurance products contain fees, such as mortality and expense charges, and may contain restrictions, such as surrender periods. Variable life insurance products contain additional fees, such as management fees and fund expenses. The variable investment options are subject to market risk, including loss of principal. Policyholders could lose money in this product.

You should consider the investment objectives, risks, charges and expenses of a portfolio and the variable insurance product carefully before investing. The portfolio and variable insurance product prospectus contain this and other information. You may obtain a copy of the prospectus from your financial advisor. Please read the prospectus carefully before investing.

Long Term Care Agreement

At-a-glance

A long-term care solution available on your life insurance policy

TAKE CARE OF TOMORROW, TODAY.

The purpose of this material is the solicitation of insurance. A financial advisor will contact you.

Approved for use in AR, CT, DE, DC, HI, IN, MT, ND, NJ and NV only.

AO4439-1112

MINNESOTA LIFE


SECURIAN®

Minnesota Life – Keeping promises since 1880

STRENGTH AND INTEGRITY When it comes to protecting your family, the quality of the company you work with becomes especially important. Minnesota Life Insurance Company has been providing comprehensive life insurance solutions since 1880. You can be reassured knowing that guarantees are backed by a company with high ratings for financial strength and claims-paying ability.

HIGHLY RATED Minnesota Life is highly rated by the major independent rating agencies that analyze the financial soundness and claims-paying ability of insurance companies. For more information about the rating agencies and to see where Minnesota Life's ratings appear relative to other ratings, please see our website at minnesotalife.com/ratings or call 651-665-3500.

EXPERTISE TO MAKE IT ALL WORK Creating your life insurance solution doesn't have to be overwhelming. Your financial advisor has the knowledge and expertise to help make Minnesota Life's Long Term Care Agreement (LTC Agreement) work for your family's needs.

WHAT'S INSIDE	About Minnesota Life	2
	LTC Agreement features	3
	How the LTC Agreement works and Benefits	4
	Case study: A recent widow	5
	LTC Agreement summary	6

You've worked hard to build your assets, and you know the importance of a sound financial strategy. But it's especially important to financially prepare for the care you might need in the future. Several trends are increasing both the demand for and cost of long-term care: aging baby boomers, increasing life expectancies and rising health care costs.

Long Term Care Agreement: putting you in control

The primary reason to purchase life insurance is the death benefit. To help protect your lifestyle, financial stability and family, **Minnesota Life Insurance Company (Minnesota Life)** offers a **Long Term Care Agreement (LTC Agreement)** on some of our life insurance policies. This agreement provides **tax-qualified** benefits to help cover expenses for care in a facility or your home, while still maintaining life insurance benefits. The LTC Agreement is available at an additional cost and subject to restrictions. It has a variety of important features, including:

✓ Financial independence

Help avoid financially burdening family members or depending on government services for your care.

✓ Asset protection

Help prevent long-term care expenses from draining retirement assets and other savings.

✓ Choice of care

Based on the plan of care, you may choose care from a licensed or informal caregiver, such as a family member. You can also choose a location, such as your home or a facility.

✓ Benefits paid no matter what¹

The **premiums** become benefits whether or not you require long-term care. Benefits will either be paid to you to cover long-term care expenses, to your beneficiaries as a death benefit, or both.

✓ Control of benefits

Choose the amount of benefits you want to receive. Benefits are calculated using the **indemnity payment method**. Unlike many of our competitors' agreements that only pay the actual expenses incurred, you can choose the monthly maximum, or a lesser amount – allowing your benefits to potentially last longer.

✓ Tax advantages

The maximum benefit paid for long-term care expenses is the IRS daily **per diem** rate of \$320 per day.² This means the benefits paid to you may receive favorable income tax treatment.^{3, 4}

¹ Guarantees are subject to the claims-paying ability of Minnesota Life Insurance Company.

² Amount shown for 2013; adjusted each year for inflation. IRC Sec 105 (b), IRC Sec 7702B (a) (2), IRC Sec 7702B (d) (1), IRC Sec 7702B (d) (d).

³ The IRS daily per diem rate takes into consideration benefits received by an individual from all long-term care contracts.

⁴ Based on current federal tax law, there is uncertainty as to whether some or all of benefit payments from life insurance long-term care agreements are taxed when received. We cannot assure you that long-term care agreement benefit payments will be treated as tax-free death benefits. Please consult a tax advisor before purchasing a long-term care agreement.

GLOSSARY

Tax-qualified

Some long-term care benefits have tax advantages. Consult with a tax advisor for more information.

Premiums

The regular payments you make on your policy.

Indemnity payment method

If you qualify for a long-term care service on a given day, you are reimbursed based on your actual benefit amount selected, up to the maximum per diem amount.

Per diem

The maximum daily amount for long-term care expenses determined by the IRS.

Protecting your tomorrow

How the LTC Agreement works:

- Your life insurance **face amount** is determined.
- **You add the LTC Agreement and choose what percentage** of your life insurance face amount can be spent on agreement benefits. The percentage must be 10 to 100 percent and cannot exceed \$5 million. You also choose your monthly LTC Agreement benefit maximum (2 or 4 percent).
- **You pay premiums** and LTC Agreement charges into your life insurance policy.
- **You qualify** to receive long-term care benefits.
- **You are paid** monthly long-term care benefits. Maximum benefits are the lesser of the IRS per diem amount (\$320 per day)⁵ or the monthly percentage selected at the time of issue (2 or 4 percent of the total LTC Agreement).
- **Your life insurance policy continues**, but the total life insurance benefits are reduced based on the annual LTC Agreement benefits paid.⁶
- **Your monthly LTC Agreement benefits continue** until they're depleted, you pass away, the policy is surrendered, or you are no longer eligible for benefits.
- **If your life insurance face amount is depleted**, your beneficiaries still receive a minimum death benefit of 10 percent of the life insurance face amount. There is a \$25,000 maximum.

⁵ Amount shown for 2013; adjusted each year for inflation. IRC Sec 105 (b), IRC Sec 7702B (a) (2), IRC Sec 7702B (d) (1), IRC Sec 7702B (d) (d).

⁶ Distributions under this agreement, as with any policy loans and withdrawals, may create an adverse tax result in the event of a lapse or policy surrender, and will reduce both the cash value and death benefit.



Face amount

The total amount of benefits designated in dollars.

Licensed health care practitioner

A physician, registered nurse or licensed social worker.

Activities of daily living

Activities that include eating, bathing, toileting, continence, dressing and transferring.

Severe cognitive impairment

Deterioration or loss of intellectual capacity, which requires supervision by another person.

Elimination period

The number of days you receive service, before benefits become payable.

Qualified long-term care services

Necessary diagnostic, preventative, therapeutic, curing, treating, mitigating and rehabilitative services, and maintenance or personal care services.

Plan of care

A written plan that recommends necessary services.

BENEFITS

WHEN YOU'RE READY TO USE BENEFITS

Your LTC Agreement benefits become available when you meet these requirements:

- You've been certified by a **licensed health care practitioner** as:
 - Being unable to perform, without substantial assistance, at least two **activities of daily living** for an expected period of at least 90 days due to the loss of functional capacity; or
 - Having a **severe cognitive impairment**.
- The 90-day **elimination period** is fulfilled.
- You are receiving **qualified long-term care services** that are outlined in the **plan of care** and not already provided by Medicare or another state sponsored plan.

A recent widow looking to protect her loved ones

Judy is a 55-year-old recent widow who is looking for a solution to help protect her loved ones from the burden and cost of long-term care. She has liquid assets that will cover her daily needs, is in good health and avoids alcohol and smoking.

Challenges:

- Before she passed away, Judy's mother suffered from Alzheimer's Disease.
- Judy lives alone and worries if her health fails, she'll deplete her assets paying for care or be forced to rely heavily on her daughter.
- Judy is concerned she will not be able to leave a legacy to her family when she passes away.

Proposed solution:

- Judy purchases a life insurance policy with a Long Term Care Agreement (LTC Agreement).
- The base life insurance face amount is \$300,000.
- She selects 100 percent of her life insurance face amount to be available for a long-term care event.
- In addition, Judy selects the 2 percent monthly LTC Agreement amount. This will provide a monthly LTC Agreement benefit of \$6,000 (based on a 30-day month).

Judy was able to leave a death benefit to her family, helping them cover her final expenses and taxes. In addition, the LTC Agreement helped cover her long-term care expenses, avoiding becoming a financial burden to her family.



Future outcome:

- Twenty years later, Judy requires long-term care.
- Judy is now 75 and qualifies for her LTC Agreement benefits, based on the policy requirements.
- Judy is eligible for a monthly benefit of \$6,000, which is less than the allowable IRS per diem amount.
- The first year of care is provided in her home by Judy's daughter. Judy's monthly long-term care expenses are \$5,000. She can either save the additional \$1,000 or use it to cover other expenses.
- After a year, Judy moves to an assisted care facility. She continues to receive \$6,000 per month from her LTC Agreement.
- After a total of three years of care, Judy dies and leaves her family an \$84,000 life insurance death benefit.

This is a hypothetical example for illustrative purposes only.

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Please keep in mind that the primary reason to purchase a life insurance product is the death benefit. Life insurance products contain fees, such as mortality and expense charges, and may contain restrictions, such as surrender periods. Variable life insurance products contain additional fees, such as management fees and fund expenses. The variable investment options are subject to market risk, including loss of principal. Policyholders could lose money in these products.

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- (1) committing or attempting to commit a felony; or
- (2) a mental, psychoneurotic, or personality disorder without evidence of organic disease (Alzheimer's Disease and senile dementia are not excluded from coverage); or
- (3) alcoholism or drug addiction, including prescription medication; or
- (4) active service in the armed forces or units auxiliary thereto; or
- (5) war or any act of war, whether declared or undeclared; or
- (6) any intentionally self-inflicted injury or suicide attempt (whether sane or insane); or
- (7) any condition for which the insured received treatment outside of the United States, its territories or Canada; or
- (8) any condition which was the result of the use of alcohol or drugs and associated mental health issues (except Alzheimer's Disease), medications, poisons, gases, fumes or other substances taken, absorbed, inhaled, ingested or injected; or
- (9) any condition that was the result of a motor vehicle collision or accident where the insured is the operator of the motor vehicle and his or her blood alcohol level meets or exceeds the level at which intoxication is defined in the state where the collision or accident occurred, regardless of the outcome of any legal proceedings connected thereto; or
- (10) any pre-existing conditions or diseases unless this agreement is replacing existing coverage.

NON-DUPLICATION OF BENEFITS

Benefits are not payable under the agreement for:

- (1) expenses incurred to the extent that such expenses are reimbursable under Medicare, or would be so reimbursable, but for the application of a deductible or coinsurance amount; or
- (2) any other state or federal workers' compensation plan, or other governmental program (except Medicaid).

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What happens when *'What if?'*
becomes *'What now?'*



The purpose of this material is the solicitation of insurance. An insurance agent or company will contact you.

MINNESOTA LIFE


SECURIAN®

You know it's critical to have a sound strategy for your future, but it's especially important to financially prepare for the chance you might need care in your later years. Several trends are increasing both the demand for, and cost of, long-term care:

- Aging baby boomers
- Increasing life expectancies
- Rising health care costs

While creating a strategy for long-term care may seem daunting, getting answers to your questions is a good place to start.

What is long-term care?

There are many misconceptions of what long-term care is. Many think it only refers to care provided in nursing homes. The reality is that long-term care covers a variety of services, from help with grocery shopping and house cleaning to more personal needs. Long-term care provides assistance with the activities of daily living such as eating, bathing, moving from one location to another, getting dressed, bathroom hygiene and continence. In some cases, people may need assistance because of a cognitive impairment such as Alzheimer's disease.

Long-term care can be provided in several places, including:

- Your home
- An assisted living facility
- An adult day care center
- A skilled nursing facility

Will I need long-term care?

The likelihood that you'll need long-term care may be greater than you think. There are several factors that may contribute to your chances of needing care.¹

- **Age** – As you get older and your health deteriorates, the need for care increases.
- **Family history** – Genetic medical conditions may increase the likelihood you'll need long-term care.
- **Gender** – Because women typically live longer than men, they often require care for longer periods of time.
- **Lifestyle** – The healthier your lifestyle, the lower your chances of needing long-term care.

How much does long-term care cost?

Long-term care generally costs more than people expect. Costs vary with the amount of care needed, the setting in which it's provided and the geographic area. In 2012, average care costs in the United States were:²

- \$19 per hour for a home health aide
- \$61 per day in an adult day care center
- \$3,300 per month in an assisted living facility
- \$200 per day for a semi-private room in a skilled nursing facility
- \$222 per day for a private room in a skilled nursing facility

¹ National Clearinghouse for long-term care Information, "Will You Need LTC?," U.S. Department of Health and Human Services, www.longtermcare.gov/LTC/Main_Site/Understanding/Definition/Know.aspx, June 2012.

² Genworth 2012 Cost of Care Survey, Genworth Financial Inc. and National Eldercare Referral Systems, LLC (CareScout), 2012.

Who pays for long-term care?

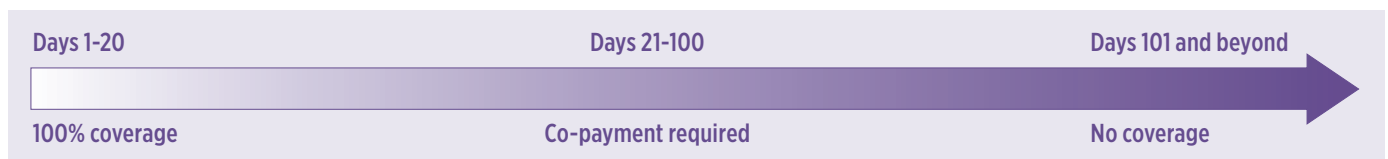
Several government programs and private funding options are available to cover some of the costs of long-term care.

Medicaid

If your income and assets meet the Medicaid guidelines in your state, the cost of your care in a skilled nursing facility may be covered. Most states set their income level at what is considered poverty level. The asset level is a minimal amount as well.

Medicare

If you enter a skilled nursing facility immediately following a hospital stay of at least three days and have a doctor's certification that your medical condition is improving, Medicare may pay for limited care in a facility. The first 20 days will be covered at 100 percent, then a co-payment is required for days 21-100. At day 101, regardless of your current medical state, the plan stops payment for all services. Medicare will not pay for assistance with activities of daily living.³



Personal assets and income

Your personal assets and income can be used to pay for care. But as costs continue to increase, your retirement savings and assets may be depleted.

Family

Family members may be able to provide care for you, but time away from their personal lives and careers may create stress and emotional hardship. And although family members may also help pay for care, doing so may negatively impact their own financial situation.

Private insurance

You can purchase an insurance product designed to cover the expenses associated with long-term care.

³National Clearinghouse for long-term care Information, "Medicare," U.S. Department of Health and Human Services, www.longtermcare.gov/LTC/Main_Site/Paying/Public_Programs/Medicare.aspx, 2010.

What can a long-term care insurance product or rider offer you?

- **Independence.** It may allow you to stay in your home or community longer.
- **Income and asset protection.** Unlike Medicaid, you won't have to spend down your assets to qualify for benefits.
- **Choice of care setting.** Most products allow you to choose in-home or facility-based care.
- **Peace of mind.** Know that family members may not need to become full-time caregivers.
- **High-quality care.** You can choose your caregivers.

Discuss your options. Find out how a long-term care insurance product or agreement may help give you protection and peace of mind. **Contact your financial advisor today.**



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You should consider the investment objectives, risks, charges and expenses of a portfolio and the variable insurance product carefully before investing. The portfolio and variable insurance product prospectus contain this and other information. You may obtain a copy of the prospectus from your representative. Please read the prospectus carefully before investing.

Since 1880, Securian Financial Group and its affiliates have provided financial security for individuals and businesses in the form of insurance, investments and retirement plans. Now one of the nation's largest financial services providers, it is the holding company parent of a group of companies that offer a broad range of financial services.

Securian Financial Group, Inc.
www.securian.com

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State:	Arkansas	Filing Company:	Minnesota Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	LTC Advertising		
Project Name/Number:	2012 LTC Product Advertising /A04170-1012		

Superseded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date	Schedule Item Status	Schedule	Schedule Item Name	Replacement Creation Date	Attached Document(s)
12/26/2012	Replaced 01/11/2013	Form	LTC Consumer Brochure	01/11/2013	A04439-1112.pdf (Superceded)

Minnesota Life Insurance Company

Long Term Care Agreement

At-a-glance

A long-term care solution available on your life insurance policy

TAKE CARE OF TOMORROW, TODAY.

The purpose of this material is the solicitation of insurance. A financial advisor will contact you.

Approved for use in AR, CT, DE, DC, HI, IN, MT, ND, NJ and NV only.

AO4439-1112

MINNESOTA LIFE


SECURIAN®

Minnesota Life – Keeping promises since 1880

STRENGTH AND INTEGRITY When it comes to protecting your family, the quality of the company you work with becomes especially important. Minnesota Life Insurance Company has been providing comprehensive life insurance solutions since 1880. You can be reassured knowing that guarantees are backed by a company with high ratings for financial strength and claims-paying ability.

HIGHLY RATED Minnesota Life is highly rated by the major independent rating agencies that analyze the financial soundness and claims-paying ability of insurance companies. For more information about the rating agencies and to see where Minnesota Life's ratings appear relative to other ratings, please see our website at minnesotalife.com/ratings.

EXPERTISE TO MAKE IT ALL WORK Creating your life insurance solution doesn't have to be overwhelming. Your financial advisor has the knowledge and expertise to help make Minnesota Life's Long Term Care Agreement (LTC Agreement) work for your family's needs.

WHAT'S INSIDE	About Minnesota Life	2
	LTC Agreement features	3
	How the LTC Agreement works and Benefits	4
	Case study: A recent widow	5
	LTC Agreement summary	6

You've worked hard to build your assets, and you know the importance of a sound financial strategy. But it's especially important to financially prepare for the care you might need in the future. Several trends are increasing both the demand for and cost of long-term care: aging baby boomers, increasing life expectancies and rising health care costs.

Long Term Care Agreement: putting you in control

The primary reason to purchase life insurance is the death benefit. To help protect your lifestyle, financial stability and family, **Minnesota Life Insurance Company (Minnesota Life)** offers a **Long Term Care Agreement (LTC Agreement)** on some of our life insurance policies. This agreement provides **tax-qualified** benefits to help cover expenses for care in a facility or your home, while still maintaining life insurance benefits. The LTC Agreement is available at an additional cost and subject to restrictions. It has a variety of important features, including:

✓ Financial independence

Help avoid financially burdening family members or depending on government services for your care.

✓ Asset protection

Help prevent long-term care expenses from draining retirement assets and other savings.

✓ Choice of care

Based on the plan of care, you may choose care from a licensed or informal caregiver, such as a family member. You can also choose a location, such as your home or a facility.

✓ Benefits paid no matter what¹

The **premiums** become benefits whether or not you require long-term care. Benefits will either be paid to you to cover long-term care expenses, to your beneficiaries as a death benefit, or both.

✓ Control of benefits

Choose the amount of benefits you want to receive. Benefits are calculated using the **indemnity payment method**. Unlike many of our competitors' agreements that only pay the actual expenses incurred, you can choose the monthly maximum, or a lesser amount – allowing your benefits to potentially last longer.

✓ Tax advantages

The maximum benefit paid for long-term care expenses is the IRS daily **per diem** rate of \$320 per day.² This means the benefits paid to you may receive favorable income tax treatment.^{3, 4}

¹ Guarantees are subject to the claims-paying ability of Minnesota Life Insurance Company.

² Amount shown for 2013; adjusted each year for inflation. IRC Sec 105 (b), IRC Sec 7702B (a) (2), IRC Sec 7702B (d) (1), IRC Sec 7702B (d) (d).

³ The IRS daily per diem rate takes into consideration benefits received by an individual from all long-term care contracts.

⁴ Based on current federal tax law, there is uncertainty as to whether some or all of benefit payments from life insurance long-term care agreements are taxed when received. We cannot assure you that long-term care agreement benefit payments will be treated as tax-free death benefits. Please consult a tax advisor before purchasing a long-term care agreement.

GLOSSARY

Tax-qualified

Some long-term care benefits have tax advantages. Consult with a tax advisor for more information.

Premiums

The regular payments you make on your policy.

Indemnity payment method

If you qualify for a long-term care service on a given day, you are reimbursed based on your actual benefit amount selected, up to the maximum per diem amount.

Per diem

The maximum daily amount for long-term care expenses determined by the IRS.

Protecting your tomorrow

How the LTC Agreement works:

- Your life insurance **face amount** is determined.
- **You add the LTC Agreement and choose what percentage** of your life insurance face amount can be spent on agreement benefits. The percentage must be 10 to 100 percent and cannot exceed \$5 million. You also choose your monthly LTC Agreement benefit maximum (2 or 4 percent).
- **You pay premiums** and LTC Agreement charges into your life insurance policy.
- **You qualify** to receive long-term care benefits.
- **You are paid** monthly long-term care benefits. Maximum benefits are the lesser of the IRS per diem amount (\$320 per day)⁵ or the monthly percentage selected at the time of issue (2 or 4 percent of the total LTC Agreement).
- **Your life insurance policy continues**, but the total life insurance benefits are reduced based on the annual LTC Agreement benefits paid.⁶
- **Your monthly LTC Agreement benefits continue** until they're depleted, you pass away, the policy is surrendered, or you are no longer eligible for benefits.
- **If your life insurance face amount is depleted**, your beneficiaries still receive a minimum death benefit of 10 percent of the life insurance face amount. There is a \$25,000 maximum.

⁵ Amount shown for 2013; adjusted each year for inflation. IRC Sec 105 (b), IRC Sec 7702B (a) (2), IRC Sec 7702B (d) (1), IRC Sec 7702B (d) (d).

⁶ Distributions under this agreement, as with any policy loans and withdrawals, may create an adverse tax result in the event of a lapse or policy surrender, and will reduce both the cash value and death benefit.



Face amount

The total amount of benefits designated in dollars.

Licensed health care practitioner

A physician, registered nurse or licensed social worker.

Activities of daily living

Activities that include eating, bathing, toileting, continence, dressing and transferring.

Severe cognitive impairment

Deterioration or loss of intellectual capacity, which requires supervision by another person.

Elimination period

The number of days you receive service, before benefits become payable.

Qualified long-term care services

Necessary diagnostic, preventative, therapeutic, curing, treating, mitigating and rehabilitative services, and maintenance or personal care services.

Plan of care

A written plan that recommends necessary services.

BENEFITS

WHEN YOU'RE READY TO USE BENEFITS

Your LTC Agreement benefits become available when you meet these requirements:

- You've been certified by a **licensed health care practitioner** as:
 - Being unable to perform, without substantial assistance, at least two **activities of daily living** for an expected period of at least 90 days due to the loss of functional capacity; or
 - Having a **severe cognitive impairment**.
- The 90-day **elimination period** is fulfilled.
- You are receiving **qualified long-term care services** that are outlined in the **plan of care** and not already provided by Medicare or another state sponsored plan.

A recent widow looking to protect her loved ones

Judy is a 55-year-old recent widow who is looking for a solution to help protect her loved ones from the burden and cost of long-term care. She has liquid assets that will cover her daily needs, is in good health and avoids alcohol and smoking.

Challenges:

- Before she passed away, Judy's mother suffered from Alzheimer's Disease.
- Judy lives alone and worries if her health fails, she'll deplete her assets paying for care or be forced to rely heavily on her daughter.
- Judy is concerned she will not be able to leave a legacy to her family when she passes away.

Proposed solution:

- Judy purchases a life insurance policy with a Long Term Care Agreement (LTC Agreement).
- The base life insurance face amount is \$300,000.
- She selects 100 percent of her life insurance face amount to be available for a long-term care event.
- In addition, Judy selects the 2 percent monthly LTC Agreement amount. This will provide a monthly LTC Agreement benefit of \$6,000 (based on a 30-day month).

Judy was able to leave a death benefit to her family, helping them cover her final expenses and taxes. In addition, the LTC Agreement helped cover her long-term care expenses, avoiding becoming a financial burden to her family.



Future outcome:

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